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Duffield L and N Keshvani, 'Old Mastheads and New Media: newspapers striving to adapt in Australia and South-east Asia', ICA Regional Conference, QUT Brisbane, 1.10.14

Introduction

As a key element in their response to new media forcing transformations in mass media and media use, newspapers have deployed various strategies to not only establish online and mobile products, and develop healthy business plans, but to set out to be dominant portals.

Their response to change was the subject of an early investigation by one of the present authors (Keshvani 2000). That was part of a set of short studies inquiring into what impact new software applications and digital convergence might have on journalism practice (Tickle and Keshvani 2000), and also looking for demonstrations of the way that innovations, technologies and protocols then under development might produce a "wireless, streamlined electronic news production process (Tickle and Keshvani 2001)."

The newspaper study compared the online products of *The Age* in Melbourne and the *Straits Times* in Singapore. It provided an audit of the Singapore and Australia Information and Communications Technology (ICT) climate concentrating on the state of development of carrier networks, as a determining factor in the potential strength of the two services with their respective markets.

In the outcome, contrary to initial expectations, the early cable roll-out and extensive 'wiring' of the city in Singapore had not produced a level of uptake of Internet services as strong as that achieved in Melbourne by more ad hoc and varied strategies. By interpretation, while news websites and online content were at an early stage of development everywhere, and much the same as one another, no determining structural imbalance existed to separate these leading media participants in Australia and South-east Asia.

The present research revisits that situation, by again studying the online editions of the two large newspapers in the original study, and one other, *The Courier Mail*, (recognising the diversification of types of product in this field, by including it as a representative of NewsCorp, now a major participant).

The inquiry works through the principle of comparison. It is an exercise in qualitative, evidence-based research that establishes a comparison between the situation in 2000 as described in the earlier work, and the situation in 2014, after a decade of intense development in digital technology affecting the media industries.

It is in that sense a follow-up study on the earlier work, although this time giving emphasis to content and style of the actual products as experienced by their users.

It sets out to compare the online and print editions of each of these three newspapers; then the three mastheads as print and online entities, among themselves; and finally to compare one against the other two, as representing a South-east Asian model and Australian models.

This exercise is accompanied by a review of literature on aspects of the developments in Information and Communication Technology (ICT) affecting media production and media organisations, relevant to the production of these newspapers and Websites.

The new study of the online editions is conducted as a systematic appraisal of the first level, or principal screens, of the three publications, over the course of five days. In this presentation information from the Australian section is presented, from the period 10-15.2.14. For this, categories for analysis were made, through conducting a preliminary examination of the products over three days in the week before. That process identified a prevalence of standard news values and emphasis on story content, though different media are used with their respective production values, principally text, stills images, video. The review probed overlaps and differences between the products on the two platforms, print and online, e.g. the extent to which top news stories might be duplicated, repackaged, or presented in entirely different forms. (The review in Singapore was postponed to the five days 24-28.3.14 incl. due to demanding circumstances there).

Reduced in this way to common criteria the print and online artefacts become comparable. Categories were derived from the initial review of three days' publication on line, then adapted to the print editions, the outcome showing that intelligible comparisons were possible. Studying the two sets of publications on like standards -- essentially production values and news values--still allows for the nature of the artefacts, as ones which carry diverse information by subject and level of depth, and which involve heavy creative investment in the formulation and presentation of the information. The assessment includes an open section for interpreting and inserting notes on main points of comparison, in the table employed for summarising the features of each product, for each day.

The Singapore contributor has followed up work done for his 2001 study in investigating the structure and development of the Website of the *Straits Times* newspaper, complemented by monitoring of its daily functions -- set against the print edition. This work has enabled an initial statement to add to the Australian work, and has facilitated our early conclusions, along the lines that the services in the two countries have been diverging. The work identifies two approaches, one in Australia and one in Singapore, each with satisfactory elements from the point of view of producing and circulating news.

When the sets of comparisons as outlined above are noted, the process then becomes interpretative, guided by the notion of change. In the context of changing media technology and publication processes, what substantive alterations have taken place, in the overall effort of news organisations in the print and online fields since 2001, and in their print and online products? Have they diverged at various levels or continued along similar lines?

The remaining task is to begin to make inferences from that. Will the examination of findings enforce the proposition that a review of the earlier study, and a forensic review of new models, can provide evidence of the character and content of change --especially change in journalistic products and practice? Will it permit an authoritative description on of the essentials of such change? Will it permit generalisation, and provide a reliable base for discussion of the implications of change, and future prospects?

The scope of the study is limited. The focus is on the news pages at the top of each publication: in the case of printed newspapers, the pages up to the first feature, magazine or specialist section, no drawing of material from the 'back of the book'; in the case of the online products the first page and first level of presentation, no reporting of investigation of content beyond the first click on any item. Therefore, in appraising content, this review for example will indicate the level of sports coverage only in the news section, not in the specialised pages; likewise it will not report on business news beyond the leading page of a business section in the publication. The 'op-ed' spread is included but not the discrete section for commentary that follows, as in *The Age*.

This work is intended to test, and take advantage of the original study as evidentiary material from the early days of newspaper companies' experimentation with online formats. Both are small studies. The key opportunity for discovery lies in the 'time capsule' factor; the availability of well-gathered and processed information on major newspaper company production, at the threshold of a transformational decade of change in their industry. The comparison stands to identify key changes. It should also be useful as a reference for further inquiries of the same kind that might be made, and for monitoring of the situation in regard to newspaper portals on line, into the future.

Presentation to the ICA Conference

The report to the International Communications Association Regional Conference at Brisbane, 1-3.10.14, makes available the first, preliminary findings of this project. It provides a detailed treatment of the first comparative set, the two Australian publications, in both formats, for 10.2.14. It provides secondly the first analysis of the updated, since 1981, Singapore *Straits Times* site set against the print edition. This work has enabled us to propose that the Australian operations while moving to innovate have been providing adaptations of standard or traditional journalism, whereas the *Straits Times* product is working more aggressively to exploit the potential of new media.

Methodology and procedure

The comparative treatment of print and online involves a page review of the five editions on each of the two platforms, drawing on observations made in the preliminary three-day review. The scope is defined as follows: each newspaper provides a front section of 15-22 pages running up to the commencement of features and lift-out pages, which section is reviewed here; each website has an extended front page to scroll down, occupying at least 3.5 screens of a standard 14" laptop computer used for this review, and either the full page is used here or a cut-off is specified at a point where the news offering stops. Notes are made in tabular form registering each news item and whether it is prominently presented, (defined in a conventional way, as whether it occupies large space equivalent to 20% or more of a tabloid page, is presented across columns on the website, is at the top of the page, is accompanied by illustration, or is repeated, e.g. flowing on to be headlined again in back pages in print or revisited in a panel of video pop-up windows elsewhere on the screen). The latter procedure matches the effort made here to take account of production values, taking in visual and audio impacts as well as the import of written copy. Notes are made in the right column of the table on production values deployed, which will include aspects of the dynamic of the publication, e.g. nature and level of interactivity. The online editions were checked at 9:30 am daily for comparison with news agency copies of the newspapers.

Advertising space was excluded from any counting of content for the newspapers, except for a Courier Mail report linked to an in-house promotion, on managing personal finances. (In *The Age*, paid quarter-page display advertisements were at bottom right in five sequential pages, and with some other advertisements totalled 9.5% of the page space reviewed. There was one advertisement for an in-house promotion. In the *Courier Mail* similarly placed paid advertisements took 4% of space, but the newspaper lavished space on promotional campaigns and new publications in its stable, taking two full-pages and two half-pages - another 14.75% of pages reviewed in the newspaper. Together with the loading of advertisements and several cross-promotions for NewsCorp or News Limited outlets on the *Courier Mail* online site, this upheld an impression that users would be negotiating more advertising with the Courier Mail than *The Age*).

For content, categories are inferred from the preliminary review of three days of publication and refined each day in response to news topics encountered. There is a degree of flexibility that

corresponds to the randomness of news flow. For example the bushfires raging in Victoria in February are given a category separate from emergencies in general; where a story has two elements, e.g. a crime story involving a celebrity, the prime interest (i.e. whether primarily descriptive of the crime, or about the celebrity's response to it), will in the final consolidation be counted as the category of that report. Appendix 1, list of categories used. The assessment of data obtained from this procedure will be informed by recent literature on broad trends flowing from digitisation of mass media. Appendix 2 is a page from the preliminary monitoring exercise on 6.2.14.

Findings

The Age, print edition and online

Where the reports are counted, set in categories and weighted according to prominence, it emerges that the pages under review produce a similar number of stories, print 48 (of which 12 given prominent treatment) and online 51 (18). The print edition had a broader spread with stories in 24 categories against 17 on line. This treatment assesses text and images immediately accessible to the eye, so excludes the content of video posting on line that if clicked would immediately present much more material, though mostly not new, see below.

Overlap in editorial treatment. The two publications shared four main articles with the same text and the same or similar headlines: (i) the story of the day on the Victorian building unions inquiry, and (ii) a who's-who from the inquiry with portraits and biographical notes, same text and format in each case; (iii) one story by three writers on the bushfires getting to the outer fringes of Melbourne, and (iv) progress towards opening a special college for the gifted. The online edition at 9.30am had a strong story not in the print edition about a police inquiry starting into some of the serious bushfire activity. Beyond that the affinities between the two outlets were mainly found in shared links.

Overall the treatments of the major stories of the day, the bushfires and the inquiry into the building industry in Victoria appeared as the work of separate, large operations using different journalists. In particular, the online treatment of the bushfires leads with an analytical treatment of the story under a generic headline, 'Victorian Bushfires', considering the phases of the event, causes and consequences. The print edition also has a main-points summary, headlined Towns Brace for Fire Fronts, but different to the online offering. Likewise these lead stories are supported by sets of related stories, different and from different sources.

The principle of emphasising one or two main stories of the day so they dominate the leading stages of the presentation (common to radio and television for over thirty years) is applied in both cases; the bushfires occupy most of the first screen on line, and most of the first five of the 15 pages reviewed in the print edition. Whereas the bushfires event was a major story for Victoria the concentrated coverage of them indicates that comprehensiveness is not a high priority news value; a point reinforced by the final, limited list of stories when summarised, see below.

Journalists are featured in these publications as part of the validation and marketing. Both editions heavily favour use of byline reports; almost all prominently treated reports, and several others have bylines of journalists, either as individuals or their reports done as round-ups under a group byline. *The Age* print edition lists the names of the regular overseas correspondents at the top of its International pages. Given that different sets of journalists' names appear on most of the coverage, on the two sides, it is inferred here that the integrative or 'multi-media' aspect of *The Age's* operation is enacted at the stages of coverage management and production, without a heavy imposition on reporters to try and service both formats at once.

The Age site has several video pop-up windows mostly supplementing the news coverage, though the third column provides 'stand alone' video material especially on entertainment. An example is the story of falling public 'belief' in Schapelle Corby's story, followed by re-used television footage after her prison release, and a promotional video on a forthcoming television drama about the case. *The Age* with limited technical ambitions uses interviews by reporters in the field, these being loosely edited, not packaged with commentary or overlay material. They rely on authenticity and editorial credibility, not application of advanced production values. Other 'branded' video material is a set of reused reports mainly from commercial television, obtained on licence, with a Fairfax (publishers of *The Age*) watermark. The third set of video elements is syndicated material or commons, e.g. You Tube postings. While the use of reporters on *The Age* as video interviewers brings the television more in to the coverage, the use video is similar for *The Age* and *Courier Mail*, more as a supplement to the main presentational frame of the site, and the main editorial strategy.

The main drive for illustration in both outlets is use of high quality, creatively inspired, high definition stills pictures in large format, for example arresting aerial bushfires pictures, with fire lines threatening a town. Graphics are used but not in a way different to illustration conventional in newspapers since the 1970s.

The over-all tendency is for content-led products with illustrative and design principles drawing on print journalism more than pioneering new styles of access and presentation. Interactivity is limited; strong stories on line may draw 200 written comments.

***The Courier Mail*, print edition and online**

The online edition of the *Courier Mail* of 10.2.14 led with the same story as the print edition, a reporter's byline piece on an investigation into terms of employment of State public servants retained without tasks, headlined respectively: 'Unsackable bureaucrats paid to do nothing', and 'Paid to Bludge'. Other overlapping items were all byline stories: citing research on parents introducing teenagers to alcohol, 'Teenage booze ban the way to go', and 'Tough love puts a cork in teen drinking curse'; overweight mining workers, 'FIFO mine workers fattest on the land', 'Hefty salaries, loads of calories'; a lawyer in a 'bikie' case selling his mansion, 'High flyer lawyer falls back to earth', 'High flyer falls back to earth'; a staff writer's feature on credit card debt - part of an in-house 'money saver' promotion. They both gave prominent attention to other issues in the news, though using differently sourced, different stories, on the eminent release from prison of Schapelle Corby in Indonesia (except that the piece on that topic by the lead commentator, Andrew Bolt, was used in both editions); coverage of the Socchi Olympics predominantly angled around the participation of the photogenic Australian snow boarder Torah Bright (Online said she had been defeated in an event; print said she was positioning to win another event); Victorian bushfires. As well as the credit card initiative both gave prominent, recurrent exposure to a children's promotion around the Mr Men brand; the print edition was also promoting a lift-out leisure magazine.

However, against this core of main stories, the print and online outlets presented different offerings, the diversity indicated in the numbers of stories published across different categories. The *Courier Mail* like *The Age* was liberal in attaching bylines to individual stories, promoting journalists' identities. Further from the top, composite presentations like the show-biz in 'QConfidential' and world news round-ups use more agency copy and are anonymous. *The Courier Mail* site is able to use video from the house partner Sky News, so that angles on a story represented in text with stills images and embedded video, also will appear in other parts of the site, such as a panel or gallery of short videos. Day-old news reports or older are common; the use of video material is similar to that in *The Age* except that reporters from the online or newspaper edition are not found providing their

own video reports. During each half-hour of monitoring at least one story was rotated out, replaced in each column. Dynamism is accentuated also by the rotation of selections of postings at the top of columns on a large window-screen; also opening the posts gives access to multiple, linked archived posts, especially videos, especially in right column. All the postings detailed were displayed with thumbnail pics. Videos open with 30-45 second advertisements that cannot be turned off; individual advertisements repeated often at different site locations.

Use of New Media

The architecture of both Australian sites is similar, on a wider template, by comparison, than the six columns of a tabloid newspaper page. It is scroll down to an eventual footer offering publications within the network, e.g. Career One jobs service. The left and right borders are occupied with advertising; advertisers on the *Courier Mail* can get a buy of the left and right, plus a display space in the body of the first level page. There are three columns of actual news content on the first screen. *The Age* has its key stories, seven or eight, listed down the left column, and after the first screen, it has banners across the width of the page, and panels, each with three internal columns (the first, for Victoria News, National, and World); the following cross-screen panels are on specialised topics, e.g. on Federal Politics, then Business, Money, and so on. The *Courier Mail* is similar for the first page, but the layout and spacing will then diversify, with four-columns, disrupted by blocks or 'break-outs' for advertisements, the trending stories panel or a gallery for videos.

Notes on our user experience with these sites: Both are working to exploit the technology to move away from the conventional newspaper inspired layout and provide more stimulus. Subscribers on *The Age* will find a blank zone under the masthead, where they are invited to build their own magazine by selecting content and ordering delivery of new inputs as they arrive. Both editions of the *Courier Mail* carry an ongoing promotion of cross-media subscriptions and the site has had reconfiguration and modernisation since February 2014 for better compatibility with most mobile devices. (This was timely. For users with a tablet device it could run slow or freeze during peak time, for access to a popular posting, or when there was a lot of advertising data. For this research, it stopped running on the tablet – Microsoft Surface- and the subscription was stopped; the company's IT service said a reconfiguration for use with iPads had made it incompatible with certain other devices). Both sites are for subscribers giving only a limited quota of stories accessible free. As at late September 2014 *The Age* offered a subscription for laptop and smart phone for A\$15 per month, and a package of digital with newspapers for A\$44 p.m. *The Courier Mail* had a similar package for A\$40 p.m., or 'unlimited digital' A\$40. (A\$1=SGD1.11; xe.com, 29.9.14)

The online editions of these newspapers have continued on the model of display products, authoritative, not styled for interactivity, with modest audience feedback displayed. A limiting factor is that provision of terrestrial broadband in Australia remains unresolved. While there is a capacity issue, there is pressure from the market for diversification and expansion of services, with the proliferation of social media and mobile devices. Whereas the newspaper companies have a large audience mass they may work on, though admittedly diminishing, they face the dilemma of needing to adjust the style of publishing and communication in response to the capacity of users to do and demand more, and to find alternative media services. They observe the conventional constraints on Australian news media, a good example being limited sexuality encountered in the monitoring of their products. Sexual interest was present mostly in images, e.g. celebrities in glamour poses, an Olympic athlete on video stripping off just after an event; but in the analysis it was weak enough that 'sex' as a topic was relegated to sub-category status, for instance 'celebrity-sex' or 'sport-sex', and so was not listed. At the time of this review, while these sites have the standard social media

access, they are not amenable to such strategies as crowd sourcing, or for any reflexive citizen journalism to go on.

The Singapore *Straits Times*

In the co-author's earlier research; a comparative content analysis between the *Straits Times* and its online counterpart revealed that of the total 258 international news stories published during the 12-day study period, 230 were used online. Eighty nine per cent were transferred in full with the missing 10 per cent primarily taking the form of photo stories, sidebars or related background stories. At that time, The *Straits Times* Interactive was based on a free to access model – the online edition was available in full at approximately 12 noon, 5 to 6 hours after the print issue was circulated and sold on the news stands. (Keshvani 2000, 94). The *Straits Times*, owned by the Singapore Press Holdings (SPH), was made available through its direct URL (www.straitstimes.com), but was largely marketed through its online portal AsiaOne (www.asiaone.com), the "comprehensive portal for news and e-commerce", where the stable of SPH publications were centrally located. For this particular paper, the content analysis was less quantitatively intense. During the qualitative five-day analysis, the following observations were made:

Business Model

The *Straits Times* is no longer based on a free-access (posted after six hours) model. AsiaOne though very much available, was no longer marketed as the primary or central portal. Each SPH publication now maintained its individual identity and unique brand. Unlike its predecessor which was essentially a straight print-to-online transfer, the current form presents two separate publications (print versus online) in one portal space. Whilst almost all the print news stories were posted online, only a limited number were posted in full. To access the full stories online, a reader pays either; a SGD\$26.65 monthly subscription fee for an internet-based, smartphone or tablet access; or SGD\$28.65 for all three platforms. (<http://www.sphsubscription.com.sg/eshop/index.php?r=newsubscription/PackageCode&PCODE=STSU>).

Non-subscribers can still access the online newspaper. However, stories are presented as "appetisers", being limited to the first four to five paragraphs of the news item. In the print edition's top of the news section, interestingly, there are pointers to the online newspaper called Web Specials (need to doublecheck). These teasers include a headline, a brief summary with a shortened URL to encourage print readers to visit the online version for full stories. The online edition (with limited full stories) is constrained to a seven-day archive – with only paid subscribers being able to access full issues.

Thematic engagement model

The *Straits Times* online has done well to capitalise on the possibilities of technology by introducing various channels and features. In keeping true to the spirit of the print edition, key sections (e.g. World, Asia, Singapore, Opinion, Sport) are similarly available online. However, to engage the online reader, it has also thematically clustered its news according to self-explanatory themes:

- Singapolitics
- sgtravellers.com
- Entertainment
- AsiaReport

- ReadersPost

It has taken thematic clustering a step further on its AsiaOne portal, by clustering news into intuitive sections:

- YourHealth (largely drawn from the print weekly supplement Body, Mind and Soul)
- SoShiok (food section)
- Tech (drawn from the Digital Life supplement)
- Education
- Luxury
- Women (shopping, fashion, beauty, features from its Her World magazine)
- Travel
- Transport
- Property
- Multimedia
- Forum

The thematic clustering allows audiences to zoom into their interest area instantaneously. For the reader, the advantage is one can get immediately to the news of personal interest, though there is the disadvantage of not being able to get a broad experience of the day's news or feel of the day one gets from a print publication.

The *Straits Times* Online has also capitalised on the online platform by offering readers; News in a Minute, a video summary of daily news highlights to capture the imagination of younger readers with limited attention span. The Through the Lens section employs a photo essay approach to present the day's news in pictures.

Evolving news values

Due to the limited scope of this paper, the content analysis was bound to a five-day study period. However, the familiar and traditional eight news values: Impact, Timeliness, Prominence, Proximity, The Bizarre, Conflict, Currency, and Human Interest (<http://vegeta.hum.utah.edu/communication/classes/news.html>) no longer seem the logical basis of analysis in the online realm. In any newspaper print edition, news values are apparent through its editorial selection e.g. size of news item (100 words versus full page spread), placement (in World versus Asia News section or on the cover versus inner page), or accompanying resources (sidebar, photographs, background information, number of pages); whereas, in this review where a story could be on the top of the page in the Asian section, the same story could be hidden three clicks away on the web version. The *Straits Times* offering mobilises well the option of providing an 'organic' format with the possibility for the reader to access complementary resources (e.g. video, background information, past stories on the same topic) – as opposed to the 'linear' format of the print publication.

RazorTV – the multimedia newspaper

SPH has introduced RazorTV, (<http://www.razor.tv>), presented as its premium video network. Its multimedia journalists seem to employ a colloquial approach to the news and identify news items targeted to the local youth population. The journalists seem to portray the characteristics of Buckbobbill as defined by Los Angeles Times' Leah Gentry (in Harper 1998, p.48) as,

“a geek of the first order, who each day intrepidly climbs upon his spaceship, jets off to probe the inner workings of the high command at Galactic Central, and writes it up in HTML to file it via e-mail. They (the journalists) see his [Buckobill's] coming as either the downfall of [the] free press or the heaven-sent salvation of a dying medium.”

The video stories come across as produced using fairly basic but portable equipment a journalist can bring to the story, to edit news on the spot for immediate uploading on the video network. The youthful journalists present themselves using street language (rather than polished video news anchor/reporting style).

Citizen Journalism and audience engagement

According to Journalism.com, “citizen journalism is when private individuals do essentially what professional reporters do - report information. That information can take many forms, from a podcast editorial to a report about a city council meeting on a blog But it's basically all about communicating information of some kind.”

(<http://journalism.about.com/od/citizenjournalism/a/whatiscitizen.htm>)

The *Straits Times* has introduced Stomp (<http://www.stomp.com.sg>) which encourages citizens to post news stories (with accompanying photos and video). Winning posts receive a SGD\$50 incentive for breaking news. Again, while not the main purpose of this study, a cursory review found most of the stories were of a sensational or ‘raunchy’ nature. Founded in 2006, The Online Citizen, a self-proclaimed Singapore cyberactivist website describes Stomp as being limited to locals posting news on banal issues e.g. military servicemen not giving up their train seats to the elderly or disabled, teenagers kissing publicly, footage of misdemeanour or misbehaviour.

(<http://www.theonlinecitizen.com/2014/02/responsible-online-behaviour-is-stomp-getting-it-right>,
<http://www.theonlinecitizen.com/2014/05/students-challenge-to-draw-the-line-on-stomp>,
<http://theonlinecitizen.com/2012/06/bertha-henson-feeling-stomped-all-over>)

Whilst few newspapers provide readers with a robust platform for the public to share their news and opinion, Stomp has been regularly criticized for taking the news too far and in a sensational manner.

Conclusion – *Straits Times*

The *Straits Times* approach creates a clear demarcation, yet with cross fertilisation to make the most of available content, between print (Including the print edition represented on line) and the StraitsTimes Online, where formatting and use of technology allows readers to zoom directly to their area of interest, presenting an innovative and strategic approach to compiling and repurposing news. It is a multi-pronged approach: news headlines and sections derived from the print edition but clustered for access; repackaging of related stories from the main paper and weekly supplements, by theme (e.g. travel, motor vehicles); capitalising on multimedia channels through RazorTV (video news reports); and encouraging citizen journalism through Stomp. The drive to distinguish online publications from the print edition, as a bid to draw larger audiences, focuses especially on young people with little background in media use and most accustomed to using proprietary software.

Discussion and Conclusions

Discussion about new forms leads to audiences including new audiences, where by tradition direct feed-back to media has been sparse, the output of newspapers more often seen as performance with a strong following rather than as communication. The tendency of major newspapers is to maintain the well-developed formula, of a professional cadre producing a high volume of well presented material (as with the Australian operations promoting their staff members' inputs); and news based on hard information from authoritative sources. The practice has been maintained with their digital off-shoots up to this time. These points are affirmed by the content information obtained from the monitoring, Tables 1 and 2 below.

The range of reportage is not extensive with 14 main categories identified, out of 30 altogether. There has not been much change from the staple fare of hard news gathering as police reports and emergencies, state and federal politics, industrial relations, sport and, more expensive to gather, stories of human interest. The rise to prominence of celebrity and entertainment news in this case sees those categories together on a par for attention with the other main categories. International news about the politics of other countries, e.g. their elections or surprising legislation is also salient. This coverage is based on establishing facts, scarcely analytic, and not venturing into regular coverage that might be thrown up by inter-active and networked practices analogous to private social media experiences, for example, games, new arts and festivals, fashion, forums and panels, animal welfare, ecology, homeless and social protection, personality, personal finance, technology, travel and culture, design. Much of this fare is available in digest form and as features outside of the news pages, not given daily news attention, as it might do as the digital media technology comes to be used more expansively.

Table 1. Extent of news coverage on 10 February 2014, *The Age* and Courier Mail

	<i>The Age</i>		Courier Mail	
	Print	Online	Print	Online
Categories	24	17	21	14
Reports (Prominent)	52 (14)	51 (18)	57 (47)	33 (14)

The experimentation with Razor-TV and Stomp from the *Straits Times* stable operates with different styles and produces different agendas to the conventional news offering. Where it expands the market it offers a partial answer to the dilemma of newspapers that have slipping circulations worldwide, accentuated in recent years under pressure from digital media. They must develop ways to generate sufficient revenue, even given the much lower production and distribution costs of new media. While the central *Straits Times* online service is similar to the Australian counterparts, maintaining in an applied way a clear relationship with the print edition, these observations suggest a more dynamic and diversified product has been developed in Singapore; sustained by a good public response, and an habituation among potential audiences to diversified online and mobile media services.

Table 2. Categories of news reports in order of volume, The Age and Courier Mail

	<i>The Age</i> – print	<i>The Age</i> – online	CM – print	CM – online	Total
Bushfires	11	10	1	1	23
Crime	1	6	7	5	19
Celebrity	1	1	9	4	15
Industrial	8	3	2	1	14
National politics	5	7	5	0	17
International – National politics	3	3	4	3	13
Business	1	2	4	3	10
Education	8	1	0	1	10
Other police / emergencies	1	2	2	5	10
Socchi games	0	3	3	2	8
Sport - other	0	3	3	2	8
Human interest	2	1	1	3	7
State politics	1	3	3	0	7
Entertainment	1	1	0	4	6
Health	1	0	3	0	4
International – celebrity	0	0	3	0	3
Intl – conflict	1	1	1	0	3
Intl - diplomacy	1	2	0	0	3
Science	1	2	0	0	3
Commentary	0	0	1	1	2
Intl – health	0	0	2	0	2
Animals	0	0	1	0	1
Intl - crime	1	0	0	0	1
Intl – human interest	1	0	0	0	1
Intl – other police / emergency	0	0	1	0	1
Local government	0	0	1	0	1
Media	1	0	0	0	1
Novelty-bizarre	1	0	0	0	1
Science	1	2	0	0	3
Travel	0	0	0	1	1
	52	51	57	37	197

In summary. The newspaper operations for most of the last decade have maintained conventional approaches to news in their production routines and agenda-setting, in both print and online editions. This has resembled falling back on prepared positions, employing trusted processes, while experimenting incrementally with digital media and searching for a sound financial formula. Print and online editions overlap though they are independently produced. More recently, expanding use of Information and Communication Technology has created pressure for more thorough and rapid change, especially with the advent of social media and mobility – ‘smart’ mobile telephones and other advanced portable devices. The newspaper operations have responded with more innovative

products, notably the *Straits Times*, with its Razor-TV and Stomp products. With reconfiguration of Websites for the newer media, contents adjustment has been taking place. In the case of the *Straits Times* on line, and more recently the *Courier Mail*, much more content previously at the 'back of the book', e.g. arts and leisure, technology, famous personalities, has been moving into the prime news zone reviewed in this exercise. The products reviewed have scope for fundamental redevelopment of their approach; amongst other things, where they might go further into inter-activity and employment of the 'crowd' as a key resource.

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Appendix 1

Categories

Animals

(Bushfires) Natural disasters

Business

Celebrity

Crime

Commentary

Education

Entertainment

Environment

Health

Human interest

Industrial

International – Celebrity

Intl- Conflict

Intl-Crime

Intl – Diplomacy

Intl – Health

Intl – Human interest

Intl – National politics

Intl-other police emergency

Local government

Media

National politics

Novelty – bizarre

Other police – emergencies

Science

Socchi games (Sport)

Sport – other

State politics

Travel

Appendix 2

CM Online 6.2.14

Left double-column

Story categories	Headline + story line + if reporter byline	Story summary/ background	Illustration / Production values	Notes
HUMAN INTEREST/ TRAVEL Qld.	What could have saved Bali mum, teen ...One simple process could have ... BV [byline initials]	Pair died suddenly on B ali holiday		Level 1 report is teaser or cryptic
POLITICS Qld	Staff may pay to stay open ... Hospital bosses could have solution ...workers won't like... AG	Attack on penalty rates	Graphic	Level 1 report is traser or cryptic
CRIME Qld	Accused killer's tribute for victims ... Teenage by has penned a tribute	Youth 16 arrested for stabbing murder of his mother and sister	Family pics, poss off line, faces blacked; boy,s selfie, black gag superimposed – legal device	Report from funeral
CRIME Qld	Car 'zooms' away ... after gunfire in a suburban Brisbane street	Victim of shooting aged 30, 3.30 am, name of street ... comprehensive information		Sourced from police
CELEBRITY Qld	Nothing can stop Branson, right? KD	Dispute with Noosa Council over resort island development	Stock portrait	TV ... archive TV report Branson's bet to be cabin attendant in drag
CRIME Qld	Man charged on	comprehensive	Stock pics incl.	Sourced from

	McGrath killing ... murdered NRL identity charged and arrested for the shooting	information ... 43 year-old charged; new crime scene opened near Tweed Heads; pursuing last year's death of referee	portrait of victim extracted from group pic; today pics of police operation, groups of police	police
CRIME/ CELEBRITY Qld/overseas	"Corby will celebrate with a joint" ... 'bizarre TV appearance' by Shapelle C's former lawyer	Shapelle Corby will celebrate with big marijuana joint after anticipated release on parole. Commentary on her case.	Stock portrait, corby in gaol.	TV from Today show, interview

(Central double column)

Story categories	Headline + story line + if reporter byline	Story summary/ background	Illustration / Production values	Notes
SPORT/ CELEBRITY Qld	Tristan Sailor my have been picked for the NSW Blues but his heart lies with Qld. .. Son of ex NRL star Wendell Sailor JM	Fills out story of selection, quotes	Portrait 2-shot, father and son at football field SHOWCASE STORY, double-size at column head.	Fox sports TV packaged report. With voice over stock sports footage, OF DIFFERENT NRL story; 2 stories posted together
CRIME/ CELEBRITY Qld/overseas	Shapelle Corby lawyer story			VIDEO, ex Today show
CRIME, Qld.	Boy, 16, pays tribute		Family pics	
SPORT/CELEBRITY	Lesbian Bright ready to let rip	Belle brockhof, Australian		VIDEO ... Interviewed at

Oseas	on Putin	Olympian, supports current gay protests against Russian law		Sochi airport, by "News Ltd Network" ... BUT access was to related stock iv VIDEO with team member Torah Bright
CELEBRITY Qld.	Branson Noosa			VIDEO , related stock TV repot on his bet in drag
<u>PARALLEL VIDEO POSTS</u>	1. Andrew Bolt commentary	2. "From around the site", four VIDEOS		
<u>PHOTO GALLERY</u>				

(Right double column)

Story categories	Headline + story line + if reporter byline	Story summary/ background	Illustration / Production values	Notes
<u>FOUR VIDEOS DISPLAYED AT TOP OF COLUMN</u>				Total miscellany posted according to stimulus factor, e.g. mixing news, ad, amateur video
MEDICAL, England	"I wish I had breast cancer"	Campaign against pancreatic cancer	Short, produced video	Advertisement

CRIME, CELEBRITY Qld / Sydney	Shapelle Corby		Broadcast studio interview excerpt	Today show iv
CRIME / HUMAN INTEREST, SYDNEY	Convicted Gittany “best boyfriend”	Attractive girlfriend brings protestor crowd to court where Gittany was convicted of murdering previous gielfriend	TV packaged news report	Sky News court report
COMEDY/ NOVELTY- WEIRD/ AMATEUR PRODUCT, Ireland	Neknominate woman rides horse into supermarket	Wild sound, indistinct discourse of rider suggests it is a charity fund- raiser; rider eats an icecream on horseback, giggles off- camera	Unedikted video sequence, rude quality	Amateur video
<u>LIST OF MISC. VIDEOS, NO THUMBNAILS</u>				
<u>Included:</u>				
	Obama’s alien bodyguard?			
	Sports – Ian Thorpe in rehab			
	Sports – course changes at Sochi			

